

1 of 3

Rep Firm	
Sales Office (	) PHILADELPHIA
Salesperson (	) AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

## RNC - ROMNEY SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A	NEWS	:30	\$700.00	08/01-08/03	6	1	6	\$4,200.00	
		Buyline Comment: NEWS										
	2	M-TU	6A-7A	NEWS	:30	\$700.00	08/06-08/07	4	1	4	\$2,800.00	
		Buyline Comment: NEWS										
	3	M-TU	7A-9A	NEWS	:30	\$1,400.00	08/06-08/07	4	1	4	\$5,600.00	
		Buyline Comment: TODAY SHOW										
	4	W-F	7A-9A	NEWS	:30	\$1,400.00	08/01-08/03	6	1	6	\$8,400.00	
		Buyline Comment: TODAY SHOW										
	5	M-TU	9A-4P	NEWS	:30	\$1,200.00	08/06-08/07	6	1	6	\$7,200.00	
		Buyline Comment: OLYMPICS-DAYTIME										
	6	W-F	9A-4P	NEWS	:30	\$1,200.00	08/01-08/03	9	1	9	\$10,800.00	
		Buyline Comment: OLYMPICS-DAYTIME										
	7	M-TU	5P-630P	NEWS	:30	\$1,000.00	08/06-08/07	4	1	4	\$4,000.00	
		Buyline Comment: NEWS										
	8	W-F	5P-630P	NEWS	:30	\$1,000.00	08/01-08/03	6	1	6	\$6,000.00	
		Buyline Comment: NEWS										
	9	W-F	630P-7P	NEWS	:30	\$1,100.00	08/01-08/03	6	1	6	\$6,600.00	
		Buyline Comment: JEOPARDY										
	10	M-TU	630P-7P	NEWS	:30	\$1,100.00	08/06-08/07	4	1	4	\$4,400.00	
		Buyline Comment: JEOPARDY										

Station KSNV-TV LAS VEGAS, NV.  
 Advertiser ( ) RNC/ROMNEY FOR PRES  
 Product RNC-ROMNEY  
 Estimate# 295  
 Buyer STEPHANIE KINCAID  
 Phone#  
 Fax#  
 Agency ( ) AMERICAN RAMBLER PRODUCTIONS  
 138 CONANT STREET  
 BEVERLY, MA 02494  
 Agency C/P1/P2/E //295  
 Flight Dates 08/01/2012 - 08/07/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	W-F	7P-730P	WHEEL	:30	\$1,000.00	08/01-08/03	3	1	3	\$3,000.00	
				Buyline Comment: WHEEL								
	12	M-TU	7P-730P	WHEEL	:30	\$1,100.00	08/06-08/07	2	1	2	\$2,200.00	
				Buyline Comment: WHEEL								
	13	W-F	730P-8P	OLYMPIC ZONE	:30	\$750.00	08/01-08/03	3	1	3	\$2,250.00	
				Buyline Comment: OLYMPIC ZONE								
	14	M-TU	730P-8P	OLYMPIC ZONE	:30	\$750.00	08/06-08/07	2	1	2	\$1,500.00	
				Buyline Comment: OLYMPIC ZONE								
	15	M-TU	12A-1230A	OLYMPIC LATE NEWS	:30	\$1,000.00	08/06-08/07	4	1	4	\$4,000.00	
				Buyline Comment: OLYMPIC LATE NEWS								
	16	W-F	12A-1230A	OLYMPIC LATE NEWS	:30	\$1,000.00	08/01-08/03	6	1	6	\$6,000.00	
				Buyline Comment: OLYMPIC LATE NEWS								
	17	SA	9A-6P	OLYMPIC DAYTIME	:30	\$1,700.00	08/04-08/04	4	1	4	\$6,800.00	
				Buyline Comment: OLYMPIC DAYTIME								
	18	SA	730P-8P	OLYMPIC ZONE	:30	\$750.00	08/04-08/04	1	1	1	\$750.00	
				Buyline Comment: OLYMPIC ZONE								
	19	SA	8P-12A	OLYMPIC PRIME	:30	\$6,000.00	08/04-08/04	2	1	2	\$12,000.00	
				Buyline Comment: OLYMPIC PRIME								
	20	SA	12A-1230A	OLYMPIC LATE NEWS	:30	\$1,000.00	08/04-08/04	2	1	2	\$2,000.00	
				Buyline Comment: OLYMPIC LATE NEWS								
	21	SU	6A-6P	OLYMPIC DAYTIME	:30	\$1,700.00	08/05-08/05	4	1	4	\$6,800.00	
				Buyline Comment: OLYMPIC DAYTIME								

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 Advertiser ( ) RNC/ROMNEY FOR PRES 138 CONANT STREET Sales Office ( ) AMY MCCREARY  
 Product RNC-ROMNEY BEVERLY, MA 02494 Salesperson ( )  
 Estimate# 295 Agency C/P1/P2/E //295 Salesperson Phone# 215-568-6540  
 Buyer STEPHANIE KINCAID Flight Dates 08/01/2012 - 08/07/2012 Salesperson FAX# 215-568-1845  
 Phone# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	SU	6P-630P	NEWS	:30	\$1,000.00	08/05-08/05	2	1	2	\$2,000.00	
	Buyline Comment: NEWS											
	23	SU	8P-12A	OLYMPICS	:30	\$6,000.00	08/05-08/05	1	1	1	\$6,000.00	
	Buyline Comment: OLYMPICS											
	24	SU	12A-1230A	OLYMPIC LATE NEWS	:30	\$1,000.00	08/05-08/05	2	1	2	\$2,000.00	
	Buyline Comment: OLYMPIC LATE NEWS											

---REPORT TOTALS---  
 Report Totals: 93 / \$117,300.00

---SALES MONTHLY TOTALS---  
 Aug 12: 93 / \$117,300.00  
 Sales Totals: 93 / \$117,300.00  
 Station Totals: 93 / \$117,300.00  
 Lines not sent/rcld/rcrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$434,444	CATV 0%	KBRL 0%	KINC 0%	KLAS 43%	KSNV 27%
		KTNV 14%	KTUD 0%	KVCW 1%	KVMY 2%	KVVU 13%
		XXXX 0%				

Books JUL12  
 Demos RA35+  
 --- CREDIT RISK ---  
 CASH IN ADVANCE